## ORDER

Orders Order / Rev: 169194 Alt Order #: 06368442 **Product Desc:** AMER CROSSROADS Estimate: 1135 WDJT-TV-LP Flight Dates: 10/23/12 - 10/29/12 Primary AE: Matthew Norten Original Date / Rev: 10/11/12 / 10/11/12 Sales Office: HDC Order Type: **GENERAL** Sales Region: NAT Agency Name: Crossroads Media **Buying Contact:** Noelle Ramsey Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 66 Canal Center Plaza Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% Advertiser Name: Issue/American Crossroads Demographic: A35+ New Business Thru: **Product Codes:** PL Issue Order Separation: 00:15:00 Priority: P-1 Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	N
10/01/12	10/28/12	12	\$14,000.00	\$11,900.00	C
10/29/12	10/29/12	3	\$3,500.00	\$2,975.00	N

**Totals** 

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	12	\$14,000.00	\$11,900.00	0.00	
November 2012	3	\$3,500.00	\$2,975.00	0.00	
Totals	15	\$17,500.00	\$14.875.00	0.00	

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

AGY, POL, ISS

Order Share	Share	Total
WDJT-TV-LP	8%	\$17,500.00
Market	100%	\$218,750,00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,187.50
VCGV	0%	\$0.00
WISN	40%	\$87,500.00
AITI	29%	\$63,437.50
.VMLW-	2%	\$4,375.00
<b>VPXE</b>	0%	\$0.00
/VTMJ	19%	\$41,562.50
∕VTV	1%	\$2,187.50
WYTU	0%	\$0.00

L.n	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
<b>∄</b> 1	WDJT	10/26/12	10/26/12	Letterman 1035p- Letterman 1035p	•	1035p-1135p	1	:30	1	\$400.00P-1	0.00 NM	1	\$400.00
<u>.</u> V	<u>Star</u> Veek: 10/2		End Date 10/28/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$400.00	Rating 0.00						
≟ 2	WDJT	10/26/12	10/26/12	Wheel of Fortune 630p-7p/Wheel	630р-7ДМ	M-F 630p-7p	1	:30	1	\$1,500.00P-1	0.00 NM	1	\$1,500.00
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						

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WDJT-TV-LP

Order / Rev:

169194

Advertiser:

Issue/American Crossroads

Alt Order #: Flight Dates: 06368442

10/23/12 - 10/29/12

Product Desc:

Estimate:

AMER CROSSROADS

1135

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 2 WDJT 10/26/12 10/26/12 Wheel of Fortune 630p-73M M-F 630p-7p :30 1 \$1,500.00P-1 0.00 NM \$1,500.00 630p-7p/Wheel Start Date Spots/Week **End Date** Weekdays Rate Rating Week: 10/22/12 10/28/12 ----1--\$1,500.00 0.00 E 3 WDJT 10/29/12 10/29/12 M-F Late News CM 10p-1035p :30 1 \$1,600,00P-1 0.00 NM \$1,600.00 M-F Late News Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 10/29/12 11/04/12 1----\$1,600.00 0.00 E 4 WDJT 10/29/12 10/29/12 Letterman 1035p-1135p CM 1035p-1135p 1----:30 \$400.00P-1 0.00 NM \$400.00 Letterman 1035p-1135p Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/29/12 11/04/12 \$400.00 0.00 E 5 WDJT 10/29/12 10/29/12 Wheel of Fortune 630p-72M M-F 630p-7p 1-----:30 1 \$1,500.00P-1 0.00 NM \$1,500.00 630p-7p/Wheel Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/29/12 11/04/12 \$1,500.00 0.00 E 6 WDJT 10/28/12 10/28/12 Sun Late News CM 10p-1035p ----1 :30 1 \$1,600.00P-1 0.00 NM \$1,600.00 Sun Late News Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ----1 1 \$1,600.00 0.00 WDJT 10/25/12 10/25/12 M-F Late News СМ 10p-1035p ---1---:30 \$1,600.00 P-1 0.00 NM \$1,600,00 M-F Late News Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---1---\$1,600.00 0.00 E 8 WDJT 10/25/12 10/25/12 Letterman 1035p-1135pCM 1035p-1135p ---1---:30 \$400.00P-1 0.00 NM \$400.00 Letterman 1035p-1135p Start Date **End Date** Weekdays 1 1 Spots/Week Rate Rating Week: 10/22/12 10/28/12 ---1---\$400.00 0.00 WDJT 10/25/12 10/25/12 Wheel of Fortune 630p-72M M-F 630p-7p ---1---:30 1 \$1,500.00P-1 0.00 NM 1 \$1,500.00 630p-7p/Wheel Start Date **End Date** Weekdays 1 -Spots/Week Rate Rating ---1---Week: 10/22/12 10/28/12 1 \$1,500.00 0.00 E 10 WDJT 10/23/12 10/23/12 M - SU Late News CM 10p - 1035p -1----:30 1 \$1,600.00P-1 0.00.NM 1 \$1,600,00 M-Su 10p-1035p Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$1,600.00 0.00 E 11 WDJT 10/23/12 10/23/12 Letterman 1035p-1135pCM 1035p-1135p -1----:30 \$400.00P-1 0.00 NM \$400.00 Letterman 1035p-1135p Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/22/12 10/28/12 -1----\$400.00 0.00 E12 WDJT 10/23/12 10/23/12 Wheel of Fortune 630p-74M M-F 630p-7p -1----:30 1 \$1.500.00P-1 0.00 NM \$1,500.00 630p-7p/Wheel **Start Date End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 -1----1 \$1,500.00 0.00 E 13 WDJT 10/24/12 10/24/12 M-F Late News CM 10p-1035p --1----:30 1 \$1,600.00P-1 0.00 NM \$1,600.00 M-F Late News Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 --1---\$1,600.00 0.00 E14 WDJT 10/24/12 10/24/12 Letterman 1035p-1135p CM 1035p-1135p --1---:30 \$400.00P-1 0.00 NM 1 \$400.00 Letterman 1035p-1135p Start Date Weekdays End Date Spots/Week Rate Rating Week: 10/22/12 10/28/12 --1----\$400.00 0.00 E 15 WDJT 10/24/12 10/24/12 Wheel of Fortune 630p-73M M-F 630p-7p --1----:30 1 \$1,500.00P-1 0.00 NM \$1,500.00 630p-7p/Wheel Weekdays Start Date **End Date** Spots/Week Rate Rating 10/28/12 Week: 10/22/12 --1---1 \$1,500.00 0.00 Totals \$17,500.00 15